

**COURSE NAME:**  
**COMMERCIAL AND ELECTRONIC MARKETING (taught in English)**

**UFV CODE:** 4285 **ECTS:** 4.5

**TYPE OF COURSE:** OP, 2C

**INTERNATIONAL CODE:** MKT4285 **YEAR:** 5

**REQUIREMENTS:** MKT4233

**OBJECTIVES:** Knowledge of the internet as an interactive channel for marketing and sales

**COURSE DESCRIPTION:** Characteristics of the internet medium: interactivity and

scope. Use of the internet as a medium for marketing and sales. Advertising on the

internet (banners, interstitials, links, cookies). The concept of intranet and extranet.

B2B and B2C strategies. Atom products and bit products. Loyalty programs.

Logistics

in e-commerce. One-to-one marketing

**BIBLIOGRAPHY:** To be advised by the professor at the beginning of the course

**METHODOLOGY:** Participative with analysis of case studies and group exercises

**EVALUATION:** Continuous assessment, taking into consideration student contribution

(attendance and participation), individual and/or group work, presentation and final

exam

**PROFESSOR:** Ricardo Hernández Ontalba **LANGUAGE:** English